



2021

WEST  ALLIS
Farmers Market
~ SINCE 1919 ~

Sponsorship Opportunities



West Allis Farmers Market Sponsorship Opportunities

Serving thousands of area residents weekly and featuring more than 50 farm and food vendors throughout the year, the West Allis Farmers Market offers a wide variety of seasonal produce, fresh meats and eggs, honey and maple syrup, fresh-cut flowers and annual plants, and delicious prepared food options to choose from.

The West Allis Farmers Market is preparing for more growth in numbers of customers, vendors, and sales as we plan for the 2021 season. While vendor fees cover the basic cost of operating the Market, funds from sponsorships are used to improve your experience at our market and for maintenance of the market structure year-round. Your support will go directly to programs that will increase the presence of local music, expand our events, create educational healthy-eating resources, and most importantly, support local family farmers.



Why Align Your Brand with the West Allis Farmers Market?

A High-Visibility Sponsorship Opportunity: More personal than just a social media post! You have a chance to interact with thousands of customers on a weekly basis in-person at the West Allis Farmers Market.

Our Customers Are Your Customers: Our shoppers come from 50 different zip codes, but a majority of our shoppers live locally and return week to week to patronize our vendors. If you do business in West Allis or the Milwaukee area, your customers are here!

As the Market continues to grow as a destination for fresh, local products in our community, we continue to need your support. *Grow your business presence at the West Allis Farmers Market!*

Contact Us

If you are interested in learning more about partnership opportunities with the West Allis Farmers Market, please review our sponsorship packet and email us at farmersmarket@westalliswi.gov. Sponsorship candidates are evaluated on an individual basis to ensure there is no direct conflict with our mission. By becoming a sponsor of West Allis Farmers Market, you are supporting local family farms all over Wisconsin.

Our sponsorship packages offer great visibility in West Allis and the surrounding community. The options for sponsorships are stated in the following pages. We are happy to customize an individual sponsorship level to suit your business needs.

West Allis Farmers Market

6501 W. National Ave.
West Allis, WI 53214

West Allis Farmers Market Business Sponsorship Levels

The West Allis Farmers Market has been a staple of the West Allis community for over 100 years. The market provides an excellent opportunity for you to promote your business while supporting your local community. With over 50 farm & food vendors, live music, special events, and more, this market is the place to be in West Allis every Tuesday, Thursday, and Saturday during the market season.

Your sponsorship will directly support the West Allis Farmers Market and will ensure our continued success and ability to provide not only a vibrant community gathering space but a place to support the local economy and provide locally grown and healthy foods to your neighbors.

Shuttle Bus Sponsor - \$5,000

This is the best opportunity for your business to connect with thousands of customers every week. Sponsoring the West Allis Farmers Market 2021 season testifies to your company's commitment to community growth, sustainability, maintaining a historic City asset, and supporting local family farms. This sponsorship will cover the cost of a shuttle bus on various market days throughout the season. Parking spaces near the market are in high-demand, and shuttle busses operating from nearby City facilities will allow ample parking and comfortable transport for shoppers.

- Seasonal Sponsor of the West Allis Farmers Market from May through November 2021
- Signage on shuttle bus throughout market season
- Leverage a promotional booth to connect with customers during any market day of your choosing throughout the season. (10x10 canopy, table, chairs not provided). WAFM staff will work with sponsor to determine best market presence
- Logo will be prominently displayed on a banner in market structure for entire market season.
- Sponsorship recognition in social media posts throughout market season
- Logo/name featured on West Allis Farmers Market website
- Be featured in two City Newsletter issues published during the market season, reaching 30,000 households
- Complimentary Farmers Market swag bags for up to 10 staff members



Community Event Partner - \$2,000

The West Allis Farmers Market hosts several events throughout the market season, such as monthly Food Truck Fridays and Barks & Brews each fall. With your help, we can add more events and expand on the events we currently offer.

- Serve as Community Event Partner for all City-run events at the West Allis Farmers Market
- Leverage a promotional booth to connect with customers during special events of your choosing throughout the season. (10x10 canopy, table, chairs not provided). WAFM staff will work with sponsor to determine best market presence
- Highlighted on the West Allis Farmers Market social media and website leading up to each event.
- Featured on sponsorship sandwich board signage during each event
- Logo/name featured on West Allis Farmers Market website
- 5 complimentary Farmers Market swag bags



Recipe Book Sponsor - \$750

The West Allis Farmers Market Recipe Book is a tribute to our farmers, local chefs and customers, who fully embrace our market every year. With several seasonal recipes for every meal of the day, cooking tips, and stories of our market's history, the West Allis Recipe Book is a celebration of a place and its collaborators, who are proud to share their recipes with the West Allis community and beyond. With the help of donors, we can create this invaluable resource, encouraging shoppers to try new produce while supporting our vendors.

- Be highlighted in the West Allis Farmers Market Recipe Book
- Leverage a promotional booth to connect with customers during the launch day. (10x10 canopy, table, chairs not provided). WAFM staff will work with sponsor to determine best market presence
- Be featured on sponsorship sandwich board signage promoting the recipe book
- Recognition on social media 3 times leading up to the launch of the recipe book
- Will receive a complimentary copy of WAFM recipe book

Chef Series - \$500

The West Allis Farmers Market would like to highlight the local restaurants who shop at our market and support our hardworking vendors. The relationship between farm vendor and chef is an incredibly important aspect in the growing 'Farm to Table' trend in the Milwaukee area. Our vendors appreciate the support of local restaurants and with your help, we'd love to highlight this connection with a Chef Series during the 2021 WAFM season and ultimately lead up to an end of season Farm to Table Dinner.



- Sponsor two Chef Series during the 2021 West Allis Farmers Market season
- Leverage a promotional booth to connect with customers during a Chef Series. (10x10 canopy, table, chairs not provided). WAFM staff will work with sponsor to determine best market presence
- Highlighted on the West Allis Farmers Market social media and website leading up to each event
- Be featured on sponsorship sandwich board signage during each event
- Logo/name featured on West Allis Farmers Market website

Back the Band - \$250

This is your chance to “Back the Band” during our 2021 West Allis Farmers Market Season. The City of West Allis is looking for local business partners to help support our musical performances at the Farmers Market on Thursdays and Saturdays.

- Sponsor one Saturday music performance
- Leverage a promotional booth to connect with customers during a music performance. (10x10 canopy, table, chairs not provided). WAFM staff will work with sponsor to determine best market presence
- Highlighted on the West Allis Farmers Market social media and website on market day
- Be featured on sponsorship sandwich board signage during that market day

Market Day Sponsor - \$100

Is your business looking to set up at the West Allis Farmers Market for just one day to promote your business? This is your chance to make a meaningful difference for your business/organization and community by sponsoring one day of the Market. Sponsor candidates are evaluated on an individual basis to ensure there is no direct conflict with our mission.

- Leverage a promotional booth to connect with customers during a market day of your choosing. (10x10 canopy, table, chairs not provided). WAFM staff will work with sponsor to determine best market presence
- Your business or organization will be featured on sponsorship sandwich board signage during that market day

Household & Individual Opportunities: Friends of the Farmers Market

Share your or your family's passion for supporting small businesses and ensuring equitable access to fresh, local food by joining the Friends of the Farmers Market membership group. Your generosity will support maintenance and long-term investment in West Allis Farmers Market and will shape the Market's sustainability for years to come. As a Friend, you'll enjoy:

Household Membership - \$150

- 4 West Allis Farmers Market logo merchandise gift bags
- Recognition on West Allis Farmers Market website and in one print issue of the City of West Allis newsletter
- Early invitation to West Allis Farmers Market events

Couple/2 Adult Membership - \$75

- 2 West Allis Farmers Market logo merchandise gift bags
- Recognition on West Allis Farmers Market website and in one print issue of the City of West Allis newsletter
- Early invitation to West Allis Farmers Market events

Individual Membership \$25

- West Allis Farmers Market t-shirt in choice of size
- Recognition on West Allis Farmers Market website and in one print issue of City of West Allis newsletter
- Early invitation to West Allis Farmers Market events

The future of the Market depends on the support of our Friends. Donations are welcome at any dollar amount at www.westalliswi.gov/sponsorships



Business Sponsorship Commitment Form

Company/Organization Name: _____

Contact Name: _____ Title: _____

Address: _____

Phone Number: _____

Email: _____

Company's Social Media Presence:

Website: _____

Facebook: _____

Instagram: _____

Company's logo in digital format (jpeg or png) emailed to farmersmarket@westalliswi.gov.

Signature: _____

Print Name: _____

Date: _____



Select your Sponsorship Level:

- ☐ \$5,000 – Trolley/Presenting Sponsor
- ☐ \$2,000 - Community Event Partner
- ☐ \$750 - Recipe Book Sponsor
- ☐ \$500 - Chef Series
- ☐ \$250 - Back the Band
- ☐ \$100 - Market Day Sponsor
- ☐ Custom Option

Amount \$ _____

Contact us for more information at:

farmersmarket@westalliswi.gov

414-302-8357

Please return this form and check to:

West Allis City Hall
Attn. West Allis Farmers Market
7525 W. Greenfield Ave
West Allis, WI 53214

Or email form to
farmersmarket@westalliswi.gov

Friends of the Market Membership Form (Households/Couples/Individuals)

Contact Name: _____ Title: _____

Address: _____

Phone Number: _____

Email: _____

Preferred t shirt size (for t shirt included with membership, adult sizes XS, S, M, L, XL, 2XL)_____

Friends of the Market Membership Level

___\$150 Household

___\$75 Couple/2 Adults

___\$25 Individual

If you are joining the Friends of the Market as a Household or Couple, please provide additional information about the other members of your household that will be part of your membership:

Name: _____

Preferred t shirt size (for t shirt included with membership, adult sizes XS, S, M, L, XL, 2XL)_____

Name: _____

Preferred t shirt size (for t shirt included with membership, adult sizes XS, S, M, L, XL, 2XL)_____

Name: _____

Preferred t shirt size (for t shirt included with membership, adult sizes XS, S, M, L, XL, 2XL)_____

___\$ additional donation (optional)

\$_____ Total



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